BTEC Assignment Brief

Qualification	**Pearson BTEC International Level 3 Extended Diploma in Travel and Tourism**
Unit number and title	**Unit 18: Researching Current Trends in Travel and Tourism**
Learning aim	**A: Investigate different types of current travel trends and current key issues in travel and tourism**
Assignment title	**1. What are the current travel trends and key issues affecting travel and tourism?**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are employed as a journalist for a major travel trade journal. Over the last five years you have noticed that the travel and tourism industry has been affected by changing travel trends and key issues. Some of these have provided opportunities whilst others have created some challenges. Influences have affected sectors, tourist destinations and travel and tourism organisations at regional, national and global scales have You have been asked to write an article for the journal about travel trends and key issues and their effects on the travel and tourism industry. You will need to research and investigate two different types of travel trends and two key issues that have influenced travel and tourism within the last five years.
Task 1	1. An explanation of two different types of current travel trends and two different types of key issues that could potentially affect the travel and tourism industry. These should be selected from different areas as specified in the unit content. One current travel trend and one current key issue must provide opportunities for extensive primary and secondary

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	research and have potential effects at a national or international scale. 2. A balanced assessment of the potential effects that two different types of current travel trends and two current key issues could have on the travel and tourism industry. These should be the same as used in the first task. Provide examples of potential effects to support your assessment. Your assessment should also consider the scale and likely longevity of the effects. 3. A comprehensive and sustained evaluation of the potential effects of two different types of current travel trends and two current key issues on the travel and tourism industry. Use a range of relevant examples of potential effects including national and international. Ensure your evaluation remains focused throughout on the chosen trends and issues and give specific effects.
Checklist of evidence required	A written article

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
18/A.D1	Evaluate the potential effects of two different types of current travel trends and two current key issues on the travel and tourism industry.
18/A.M1	Assess the potential effects that two different types of current travel trends and two current key issues could have on the travel and tourism industry.
18/A.P1	Explain two different types of current travel trends that could potentially affect the travel and tourism industry.
18/A.P2	Explain two different types of current key issues that could potentially affect the travel and tourism industry.

Sources of information to support you with this Assignment	**Books** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson **Websites** https://www.teachthought.com/learning/100-search-engines-for-academic-research/ Suggestions of the best search engines for research www.abta.com/industry-zone/reports-and-publications/abta-travel-trends-reports/travel-trends-2019 In depth annual report on global travel trends, including destinations www.monitor.icef.com/category/macro-trends/ Global trends in study destinations, growth markets www.tourism-intelligence.com/catalog/e-library-list.php?catid=37 Reports on travel trends over time, new markets, destinations www2.unwto.org/ Global trends, reports and data www.wttc.org Statistics, reports on global trends in travel and tourism marketintelligence.unwto.org/publication/unwto-tourism-highlights-2018 Summary of key issues and trends in travel and tourism http://www.travelweekly.co.uk/articles/322006/global-travel-megatrends-outlined-in-new-report Report on global mega trends www.ttgmedia.com/news

	Reports, features and news www.travelmole.com/news_feature.php?news_id=2028620 Ten important issues for tourism in 2018 www.telegraph.co.uk/travel/comment/india-travel-tourists/ Trend - forecast rise in the number of Indian holidaymakers. www.rsmuk.com/ideas-and-insights/issues-for-travel-and-tourism-in-2019 Issues for global travel and tourism in 2019 www.pata.org/news-media/press-releases/ Pacific Asia Travel Association news and features on trends and issues www.wtm.com Global travel exhibitions by continent, links to sector reports, trends, issues and news
Other assessment materials attached to this Assignment Brief	N/A